

**PHILIP MORRIS
PARLIAMENT 1996
NATIONAL PAGE EQUIVALENCIES**

6/27/96

Publication	# Ins.	10 States	Nat'l Pages	# Ins.	9 States	Nat'l Pages	# Ins Year	Nat'l Pages Year
Allure	0	0.61	0.00	6	0.49	2.94	6	2.94
Cosmopolitan	5	0.27	1.35	2	0.21	0.42	7	1.77
Details	4	0.60	2.40	4	0.54	2.16	8	4.56
EW	5	0.26	1.30	6	0.21	1.26	11	2.56
Glamour	4	0.26	1.04	3	0.21	0.63	7	1.67
GQ	4	0.58	2.32	4	0.49	1.96	8	4.28
InStyle	0	0.27	0.00	4	0.20	0.80	4	0.80
Interview	4	0.30	1.20	4	0.25	1.00	8	2.20
Mademoiselle	3	0.60	1.80	5	0.47	2.35	8	4.15
New Woman	1	0.27	0.27	4	0.22	0.88	5	1.15
Out	3	0.30	0.90	2	0.25	0.50	5	1.40
Penthouse	5	1.00	5.00	3	0.22	0.66	8	5.66
People	7	0.28	1.96	5	0.21	1.05	12	3.01
Playboy	4	0.24	0.96	4	0.19	0.76	8	1.72
Premiere	4	0.29	1.16	3	0.25	0.75	7	1.91
Rolling Stone	3	0.32	0.96	5	0.27	1.35	8	2.31
Spin	5	0.29	1.45	3	0.24	0.72	8	2.17
Sports Illustrated	6	0.27	1.62	7	0.23	1.61	13	3.23
Us	5	0.23	1.15	3	0.19	0.57	8	1.72
Vanity Fair	3	0.32	0.96	4	0.27	1.08	7	2.04
Vogue	4	0.17	0.68	3	0.11	0.33	7	1.01
Totals	79	7.73	28.48	84	5.72	23.78	163	52.26

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